

FSC-38-B

ROU Brief - 2/25/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

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RETAIL PROGRAMS

➔ Reporting Procedures DORAL March 5-Pack Promotion

(Contact: Evan Toulon, #6316)

- As outlined in first quarter workplan (FSC-142-B), ceiling strategy discounting should be applied to the DORAL March 5-pack sleeve in CTS outlets.
- **When discounting, ensure that two (2) 5-pack sleeves are reported as one (1) carton.**
 - This will ensure accurate promoted volume percentages are captured correctly for the promotion.
 - When reporting and issuing payment to retailers, only use the appropriate "carton" discounting code since carton discount rates cover two (2) 5-pack sleeves equivalent to one carton.

Example: Each white promotional carton contains 2 5-Pack Sleeves.

- Non-promoted carton price is \$14.90 or \$7.45 per 5-pack sleeve.
- Ceiling strategy value for call is \$2.00 per carton.
- Promoted 5-Pack Sleeve price should be \$6.45 or \$1 off each 5-pack sleeve.
- **Use the appropriate \$2 DORAL "carton" price reduction or VPR designation for payment and reporting purposes.**
- ROU to report the promotion in normal manner.

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To: Noonan, R, Alessandra, C, Ridge, Robert, Burrows, Robert, Smith, Richard A., Cote, Raymond A., Leonard, John M., Norris, Chuck H., Sheft, S N., Macleod, Stephen, Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Miller, D S., Whiting, James R., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Martin, Holly G., Pianowski, Robert J., Wallon, Laura J.

From: 1610 - Buffalo ROU (BRZEZIE)

Posted: 3/2/98 9:33

Opened: 3/2/98 16:34

Subject: FWRD: ROU Brief (FSC-38-B, 2-25-98)

FORWARDING THE FOLLOWING - A COPY WILL BE SENT TO ALL RR'S IN THIS WEEK'S MAILING....

===== <Forwarded Letter> =====

From: Davis, Carla C.

To: 1610

Subject: ROU Brief (FSC-38-B, 2-25-98)

Posted: 03/02/98 08:49

Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 Transport) IPM.Microsoft Mail.Note

From: Davis, Carla C.

To: 1000 - North East Sales Area

- 1100 - Boston Region
- 1110 - Boston ROU
- 1140 - Boston Chain
- 1200 - New York Region
- 1210 - New York ROU
- 1240 - New Jersey Chain
- 1244 - New York Chain
- 1300 - Philadelphia Region
- 1310 - Philadelphia ROU
- 1340 - Philadelphia Chain
- 1600 - Buffalo Region
- 1610 - Buffalo ROU
- 1642 - Syracuse Chain
- 1645 - Buffalo Chain
- 1700 - Pittsburgh Region
- 1710 - Pittsburgh ROU
- 1740 - Pittsburgh Chain
- 1742 - Harrisburg Chain
- 1744 - Cleveland Chain
- 1800 - Cincinnati Region
- 1810 - Cincinnati ROU
- 1840 - Cincinnati Chain
- 1842 - Louisville Chain
- 1844 - Columbus Chain
- 1846 - Indianapolis Chain

Albers, Gary <KAM> 1846

Alessandra, Cheryl <AM> 1645

Battle, Herbert <AM> 1642

Belniak, Mike <KAM> 1140

Bomgardner, Denny L. <KAM> 1340

Burke, Helen <AM> 1142

Casabella, Terry <AM> 1842

Coleman, Brian <KAM> 1744

Cunningham, David L. <AM> 1740

Divito, Patrick <AM> 1740

Dobrowolski, R E. <ROM> 1710

Duszynski, Renee <KAM> 1645

Evanchik, Audrey E. <AM> 1240

Fitzin, Thomas J. <RBM> 1100

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CC: MacWilliams, Lori

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